Tony J. Morales

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User Experience Designer | Webmaster | Educator

Professional Summary

User Experience Designer drawing from a multidisciplinary background in computer science, cybersecurity, business and music education. 5 + years of hands-on web management experience with a practical understanding of AI, site architecture, front-end implementation, and security best practices to inform design decisions. Seeking a role to compliment my experience and problem solving skills.

Certifications

Technology Applications
Business and Finance
Computer Science
Music
Apple Teacher
TX DECA Judge (State, International)

Core Competencies

User Research | Data Analysis | Wireframing | Prototyping | Content Strategy | UX Writing | Responsive Design | Stakeholder Interviews | Heuristic Evaluation | Usability Testing | Agile | Cross-Functional Team Collaboration | Design System Implementation | WCAG Compliance | Figma | AdobeXD | Sketch | Optimal Workshop | Miro | Trello | Google Analytics | Notion | Wordpress | Drupal | Java | HTML | CSS | Linux | Powerpoint | Blackboard | Canvas | Google Workspace | Articulate Storyline

Professional Experience

Computer Science/Cybersecurity Instructor **Leander ISD | Leander, Tx**
August 2025 - Present

Coordinating curriculum across classes, tracking performance metrics, and ensuring alignment with internal policies and administrative requirements.

- Implement innovative teaching strategies aligned with curriculum standards to improve student participation and comprehension in a diverse classroom environment.
- Collaborate with colleagues to develop and refine instructional materials, fostering alignment through a cohesive teaching approach.
- Advocate for inclusive education practices, promoting accessibility and engagement for all learners.
- Pursue professional development opportunities such as workshops or conferences to stay current in educational trends.

- Integrate AI into the classroom through curriculum, lesson, and grading.

Webmaster | UX Strategist **Freelance | Austin, TX**
August 2021 - Present

Independent design and management of websites for small business and nonprofits in the greater Austin metropolitan area.

- Led UX strategy and design driving user-centered solutions and enhancing usability to boost user interactions.
- Designed and developed websites, dashboards, and mobile applications, improving accessibility and conversion rates.
- Conducted user research, stakeholder interviews, and usability testing to reduce friction and navigation issues.
- Developed digital brand identities using best practices and marketing strategies while incorporating AI to increase speed and productivity of work flows.
- Optimized user flows and information architecture reducing bounce rates and improving usability.

User Experience Designer **idfive | Baltimore, MD**
June 2022 - November 2024

Designed research-driven, user-centered digital experiences for universities and nonprofits including Howard University, Johns Hopkins, and the Smithsonian, simplifying complex information through thoughtful web design focused on usability and clarity.

- Created UX deliverables including wireframes, personas, user journeys, content audits, and information architecture.
- Led project discovery research through competitive reviews, interviews, surveys, heuristic reviews, and Google analytics.
- Designed wireframes, prototypes, and optimized web experiences to drive user actions.
- Managed a 300+ component design system in XD, and Figma to improve efficiency and consistency.
- Collaborated with cross-functional teams to align UX recommendations with user needs and stakeholder goals.

Computer Technology Instructor **Pflugerville ISD | Pflugerville, TX**
June 2022 - November 2024

Delivered Project Lead the Way engineering and design curriculum to guide students through hands-on, project-based learning that built real world technical and creative problem solving skills.

- Taught 3D CAD modeling using industry standard software, introducing students to digital prototyping and spatial design.
- Guided students in problem solving and prototyping of STEM concepts.
- Developed and delivered lessons in technology applications including Google Apps, Microsoft Office, coding fundamentals with Python, HTML, CSS, and digital literacy.

- Facilitated hands-on learning experiences using robotics and computer software.
- Developed curriculum integrating coding and technology concepts for diverse student populations.

Educator | Fine Arts Department Head **Edinburg CISD, Edinburg, TX**
June 2022 - November 2024

Led students and faculty as a Fine Arts Department Head at Edinburg CISD creating a positive culture and structured learning environment aligned with district standards.

- Enforced Policy changes and streamlined department operations for efficiency.
- Fostered a positive work environment through teamwork, communication, and recognition.
- Mentored junior team members, supporting professional growth and success.
- Created a centralized curriculum website, enhancing cross-campus collaboration and accessibility.
- Spearheaded department initiatives, interdisciplinary programs and community partnerships while helping 300+ students achieve top regional and state wide competition results.

Education

Bachelor of Education (Music)
The University of Texas Pan-American

Master of Professional Studies in User Experience Design
Maryland Institute College of Art